

**MANSFIELD DOWNTOWN PARTNERSHIP
ADVERTISING AND PROMOTION COMMITTEE**

Meeting

Celebrate Mansfield Festival Subcommittee

Monday, September 14, 2015

5:00 PM

Minutes

Present: Chair Betsy Paterson, Millie Brosseau, Rick Brosseau, Janine Callahan, and Ilze Taylor

Staff: Kathleen Paterson and Cynthia van Zelm

1. Call to order

Chair Betsy Paterson called the meeting to order at 5:06 pm.

2. Public comment

There was no public comment.

3. Approve Minutes from September 8, 2015

Rick Brosseau moved to approve the Minutes.

Janine Callahan seconded the motion.

The Minutes were approved unanimously.

4. Updates from subcommittee members

Activities

Kathleen Paterson reviewed the list of Activity Booths with the Committee and noted there are 97 booths.

Food

Ms. Callahan reported the Food Booths are all set.

Music/Entertainment

Ms. K. Paterson said the puppetry performances will take less time than originally planned, so she asked Pete Haddad if he would like to do a stage show. He agreed and will perform at 2:30 pm.

Millie Brosseau said that the E. O. Smith Chorus will be in the Parade and suggested that they might be interested in some stage time. **Ms. K. Paterson will contact the chorus director [Done].**

Parade

Mr. and Ms. Brosseau reviewed the Parade line-up with the Committee. Ms. Brosseau said they invited the E. O. Smith Drumline to participate but there was too much overlap between students and equipment with the regular band.

Ms. K. Paterson suggested moving the UConn Brass Band up earlier in the Parade to provide more space between them and the UConn Marching Band.

Ms. K. Paterson will contact the Fire Department and Public Works to discuss how they would like to enter the Festival site following the Parade [Done].

Ms. Brosseau said there will be some new groups in the Parade, including the Mansfield Senior Center, UConn KIDS, and some roller derby people.

Set-Up

Ilze Taylor volunteered to help set up the Partnership's regular booth.

Ms. Brosseau suggested omitting a date on the "no parking" signs for Storrs Road and the surrounding streets so that the signs can be reused [Done – in 2016 files].

Mr. Brosseau volunteered to pick up the Festival and parking a-frame signs at the end of the event.

Sponsors

Cynthia van Zelm said she has received checks from all but two of the committed Sponsors. **She will follow-up with the remaining Sponsors [Done].**

5. Adjourn

The meeting adjourned at 5:50 PM.

Minutes prepared by Kathleen M. Paterson